

WHAT IS CLAIMED IS:

1. An absorbent article for placement in the crotch region of an undergarment, comprising:

a generally liquid permeable top cover;

a generally liquid impermeable baffle;

5 an absorbent structure disposed between said top cover and said baffle;

a wing structure removably attachable to a garment facing side of said absorbent article, said wing structure comprising laterally extending flap portions having dimensions so as to at least partially encircle the crotch portion of the undergarment;

10 said garment facing side of said absorbent article comprising hook material defined in a pattern extending generally over the surface thereof, said hook material providing a primary attachment between said absorbent article and the undergarment;

15 said wing structure having a body facing side of a hook compatible material and a garment facing side comprising hook material defined in a pattern extending generally over the surface thereof;

20 wherein said wing structure is variably positionable on and removably attachable to the entirety of said garment facing side of said absorbent article and, once said wing structure is attached, generally the entire surface area of said garment facing side of said absorbent article and said attached wing structure presents an overall pattern of hook material for attachment to the undergarment.

2. The absorbent article as in claim 1, wherein said wing structure comprises a unitary structure having laterally oppositely extending flap portions.

3. The absorbent article as in claim 1, wherein said wing structure comprises a pair of unattached flap portions, each said flap portion individually attachable to said absorbent article.

4. The absorbent article as in claim 2, wherein said flap portions have a longitudinal dimension of at least about one-half of that of said absorbent article.

5. The absorbent article as in claim 1, wherein said baffle and said wing structure are formed of a different material.

6. The absorbent article as in claim 1, wherein said pattern of hook material is defined on said baffle and matches said pattern of hook material on said wing structure.

7. The absorbent article as in claim 6, wherein said patterns of hook material comprise longitudinally disposed stripes of said hook material.

8. The absorbent article as in claim 7, wherein said stripes of said hook material have a width of about one-half of a distance between adjacent said stripes.

9. The absorbent article as in claim 6, wherein said hook material in said patterns comprises between about 5% to about 75% of a total surface area of said baffle and said wing structure garment facing sides.

10. The absorbent article as in claim 6, wherein said hook material in said patterns comprises about 25% of a total surface area of said baffle and said wing structure garment facing sides.

11. The absorbent article as in claim 6, wherein said patterns comprise discontinuous regions of said hook material.

12. The absorbent article as in claim 1, wherein said body facing side of said wing structure comprises a hook compatible nonwoven material.

13. The absorbent article as in claim 1, wherein said pattern of hook material is defined on said baffle, and said baffle and said wing structure comprise a base material with said regions of hook material deposited thereon.

14. The absorbent article as in claim 13, wherein said regions of hook material are laminated to said base material.

15. The absorbent article as in claim 14, wherein said hook material is formed and laminated to said base material in a single continuous processing step.

16. The absorbent article as in claim 1, wherein said pattern of hook material on said garment facing side of said absorbent article is different from said pattern of hook material on said wing structure.

17. The absorbent article as in claim 1, wherein said article is one of a sanitary napkin, panty liner, and adult incontinent article.

18. An absorbent article for placement in the crotch region of an undergarment, comprising:

a cover;

5 a generally liquid impermeable and vapor permeable baffle having a garment facing side;

an absorbent structure disposed between said top cover and said baffle;

a pair of wings removably attachable to said garment facing side of said baffle so as to at least partially encircle the crotch portion of the undergarment and attach to each other;

10 said garment facing side of said baffle and a garment facing side of said wings comprising a hook material provided thereon in a pattern such that said garment facing sides are attachable to the undergarment by way of said hook material;

15 said wing structure having a body facing side comprising a hook compatible material and;

wherein said wing structure is variably positionable on and removably attachable to said garment facing side of said baffle and, once said wing structure is attached, a pattern of said hook material is presented on said garment facing sides of said baffle and said attached wings.

19. The absorbent article as in claim 18, wherein said wings have generally the same shape.

20. The absorbent article as in claim 18, wherein said pattern of hook material on said baffle matches said pattern of hook material on said wings.

21. The absorbent article as in claim 20, wherein said patterns of hook material comprise longitudinally disposed and laterally spaced stripes of said hook material.

22. The absorbent article as in claim 21, wherein said stripes of said hook material have a width of about one-half of said lateral spacing between said stripes.

23. The absorbent article as in claim 18, wherein said hook material comprises between about 5% to about 75% of a total surface area of said baffle and said wings garment facing sides.

24. The absorbent article as in claim 18, wherein said patterns of hook material comprises discontinuous regions of said hook material.

25. The absorbent article as in claim 18, wherein said body facing side of said wings comprises a hook compatible nonwoven material.

26. The absorbent article as in claim 18, wherein said baffle and said wing structure comprise a base material with said hook material laminated to said base material.

27. The absorbent article as in claim 18, wherein said article is one of a sanitary napkin, panty liner, and adult incontinent article.